

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KUTV-TV Salt Lake City-Ogden

Date:

9/18/2012

I, Media Strategies and Research,

being on behalf of: Jim Matheson, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		

Total Charges: \$36,315.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Tuesday, September 18, 2012

Date



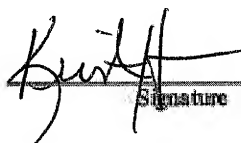
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRESTEN HENDERSON

Printed Name

POLITICAL ADV. SPECIALIST

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1374743

Schedule Dates 10/08/12-10/14/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand october 8 through october 14 kutv (474065)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax 12057
CPE Local/Spot Agency BRD
Account Types Standard
Billing Type Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Charitryce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,447.25
Net Total \$30,867.75
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month
Oct. 2012 80
Grand Total: 80
Spots
80
Rate
\$36,315.00
\$36,315.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/08/12-10/12/12	3	:30	5A- News-2 News This Morning 5a	1	1	1	1	1	1			5	\$100.00	\$500.00	Salt Lake City (KUTV)		9/18/12
2.0	Normal Line / News	10/08/12-10/12/12	1	:30	5:30A- News-2 News This Morning 530a	1	1	1	1	1	1			5	\$350.00	\$1,750.00	Salt Lake City (KUTV)		9/18/12
3.0	Normal Line / News	10/08/12-10/12/12	3	:30	6A- 8A (MST)	1	2	1	2	2				8	\$275.00	\$2,200.00	Salt Lake City (KUTV)		9/18/12
4.0	Normal Line / SPOT	10/08/12-10/12/12	3	:30	8A- CBS-This Morning (New Title)	2	1	2	2	2				9	\$300.00	\$2,700.00	Salt Lake City (KUTV)		9/18/12
5.0	Normal Line / SPOT	10/14/12-10/14/12	1	:30	8A- CBS-News Sunday Morning								1	1	\$700.00	\$700.00	Salt Lake City (KUTV)		9/18/12
6.0	Normal Line / SPOT	10/10/12-10/10/12	1	:30	10A- CBS-The Young and the Restless			1						1	\$300.00	\$300.00	Salt Lake City (KUTV)		9/18/12
7.0	Normal Line / News	10/09/12-10/12/12	3	:30	12P- News-2 News at Noon		1		1	1				2	\$135.00	\$270.00	Salt Lake City (KUTV)		9/18/12
8.0	Normal Line / SPOT	10/08/12-10/11/12	5	:30	1P- News-Fresh Living	1		1	1	1				3	\$70.00	\$210.00	Salt Lake City (KUTV)		9/18/12
9.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	2P- CBS-The Talk			1						1	\$175.00	\$175.00	Salt Lake City (KUTV)		9/18/12
10.0	Normal Line / SPOT	10/08/12-10/12/12	5	:30	3P- Ricki Lake	1	1	1	1	1	1			5	\$150.00	\$750.00	Salt Lake City (KUTV)		9/18/12
11.0	Normal Line / News	10/08/12-10/12/12	3	:30	4P- News-2 News at 4p	1	1	1	1	1	1			5	\$175.00	\$875.00	Salt Lake City (KUTV)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

9/19/12

PAYMENT RECEIVED 9/19/12



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1374743

Schedule Dates 10/08/12-10/14/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand october 8 through october 14 kutv (474065)
Salesperson Henderson, Kirsten (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax 12057
CPE Local/Spot Agency BRD
Account Types Standard
Billing Type Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Chantryce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,447.25
Net Total \$30,867.75
Sales Tax

Salt Lake City (KUTV)
By Broadcast Month
Oct. 2012 80 \$36,315.00
Grand Total: 80 \$36,315.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News	10/08/12-10/12/12	3	:30	4:30p- News-2 News at 430p	1	1	1	2	1	1			6	\$200.00	\$1,200.00	Salt Lake City (KUTV)		9/18/12
13.0	Normal Line / News	10/08/12-10/12/12	3	:30	5P- News-2 News at 5p	1	1	2	1	1	2			7	\$400.00	\$2,800.00	Salt Lake City (KUTV)		9/18/12
14.0	Normal Line / News	10/08/12-10/12/12	1	:30	6P- News-2 News at 6p	2	1	1	1	1	1			6	\$1,000.00	\$6,000.00	Salt Lake City (KUTV)		9/18/12
15.0	Normal Line / News	10/13/12-10/13/12	5	:30	5P- News-2 News at 5p	1						1		1	\$180.00	\$180.00	Salt Lake City (KUTV)		9/18/12
16.0	Normal Line / News	10/14/12-10/14/12	1	:30	5P- News-2 News at 5p	1						1		1	\$800.00	\$800.00	Salt Lake City (KUTV)		9/18/12
17.0	Normal Line / Prime	10/14/12-10/14/12	1	:30	8P- CBS-The Good Wife (Sunday)	1						1		1	\$3,000.00	\$3,000.00	Salt Lake City (KUTV)		9/18/12
18.0	Normal Line / News	10/08/12-10/12/12	3	:30	10P- News-2 News at 10p	2	2	1	1	2	1			8	\$1,200.00	\$9,600.00	Salt Lake City (KUTV)		9/18/12
19.0	Normal Line / News	10/13/12-10/13/12	5	:30	10P- News-2 News at 10p	1						1		1	\$550.00	\$550.00	Salt Lake City (KUTV)		9/18/12
20.0	Normal Line / News	10/14/12-10/14/12	3	:30	10P- News-2 News at 10p	1						1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/18/12
21.0	Normal Line / SPOT	10/08/12-10/11/12	3	:30	10:35P- CBS-The David Letterman Show	1	1	1	1	1				3	\$285.00	\$855.00	Salt Lake City (KUTV)		9/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

12057

Contact: Kristen Henderson
Email: KHenderson@kutv2.com

Phone: 801-973-3000
Fax: 801-839-1101
Direct: 801-839-1119

KUTV-TV

Program Name	Days	DP	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News	EM		M-F	\$100.00	1	1	1	1	1			5
5:00 AM 5:30 AM			30	\$500.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 5:30a News	EM		M-F	\$350.00	1	1	1	1	1			5
5:30 AM 6:00 AM			30	\$1,750.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM		M-F	\$275.00	1	2	1	2	2			8
6:00 AM 8:00 AM			30	\$2,200.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
CBS This Morning	EM		M-F	\$300.00	2	1	2	2	2			9
8:00 AM 9:00 AM			30	\$2,700.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS Sunday Morn	EM		Su	\$700.00							1	1
8:00 AM 9:30 AM			30	\$700.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Young & Restless	DT		M-F	\$300.00			1					1
9:00 AM 10:00 AM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV Noon News	DT		M-F	\$135.00		1			1			2
12:00 PM 1:00 PM			30	\$270.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Fresh Living	DT		M-F	\$70.00	1		1	1				3
1:00 PM 1:30 PM			30	\$210.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
The Talk	DT		M-F	\$175.00		1						1
2:00 PM 3:00 PM			30	\$175.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
Ricki Lake	EF		M-F	\$150.00	1	1	1	1	1			5
3:00 PM 4:00 PM			30	\$750.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 4p News	EN		M-F	\$175.00	1	1	1	1	1			5
4:00 PM 4:30 PM			30	\$875.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 4:30p News	EN		M-F	\$200.00	1	1	2	1	1			6
4:30 PM 5:00 PM			30	\$1,200.00								
Sold out at LUR per KUTV. Move to L2 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/18/2012 2:39:36 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

12057

Contact: Kristen Henderson

Phone: 801-973-3000

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5p News	EN	M-F	\$400.00	1	2	1	1	2			7
5:00 PM 5:30 PM		30	\$2,800.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 6p News	EN	M-F	\$1,000.00	2	1	1	1	1			6
6:00 PM 6:30 PM		30	\$6,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
Saturday 5p News	EN	Sa	\$180.00						1		1
5:00 PM 6:00 PM		30	\$180.00								
Sunday 5p News	EN	Su	\$800.00							1	1
5:00 PM 6:00 PM		30	\$800.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
The Good Wife	PT	Su	\$3,000.00							1	1
8:00 PM 9:00 PM		30	\$3,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 10p News	LN	M-F	\$1,200.00	2	2	1	2	1			8
10:00 PM 10:35 PM		30	\$9,600.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Saturday 10p News	LN	Sa	\$550.00						1		1
10:00 PM 10:35 PM		30	\$550.00								
Sunday 10p News	LN	Su	\$900.00							1	1
10:00 PM 10:35 PM		30	\$900.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Letterman	LF	M-F	\$285.00	1		1	1				3
10:35 PM 11:35 PM		30	\$855.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Station Gross Totals			\$36,315.00	15	15	15	15	14	2	4	80

Suzanne Collins

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KUTV-TV

Page 2 of 2



Station Order

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID
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12057
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Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News 5:00 AM 5:30 AM	EM	M-F	30	\$80.00 \$400.00	1	1	1	1	1			5
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE w/ NOTICE \$100												
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F	30	\$135.00 \$675.00	1	1	1	1	1			5
\$350												
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F	30	\$250.00 \$2,000.00	OK 1	2	1	2	2			8
CBS This Morning 8:00 AM 9:00 AM	EM	M-F	30	\$115.00 \$920.00	\$300 2	1	2	1	2			8
CBS Sunday Morn 8:00 AM 9:30 AM	EM	Su	30	\$225.00 \$225.00							1	1
\$700												
Young & Restless 9:00 AM 10:00 AM	DT	M-F	30	\$125.00 \$125.00	\$300 1							1
Lets Make a Deal 10:00 AM 11:00 AM	DT	M-F	30	\$110.00 \$110.00			1					1
\$300												
KUTV Noon News 12:00 PM 1:00 PM	DT	M-F	30	\$120.00 \$240.00		1			1			2
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE w/ NOTICE \$135												
Fresh Living 1:00 PM 1:30 PM	DT	M-F	30	\$70.00 \$140.00	OK 1			1				2
The Talk 2:00 PM 3:00 PM	DT	M-F	30	\$150.00 \$150.00			1					1
→ HIGHLY PREEMPTIBLE. SUGGEST \$175												
Ricki Lake 3:00 PM 4:00 PM	EF	M-F	30	\$200.00 \$1,000.00	\$150 1	1	1	1	1			5
KUTV 4p News 4:00 PM 4:30 PM	EN	M-F	30	\$135.00 \$675.00	\$100 1	1	1	1	1			5

Suzanne Collins

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Date/Time Sent: 9/17/2012 12:37:19 PM

KUTV-TV

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Matheson for Congress 2012

Market: Salt Lake City-Ogden

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				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$150.00 \$750.00	1	1	1	1	1			5
KUTV 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$360.00 \$1,800.00	1	1	1	1	1			5
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$400											
KUTV 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$360.00 \$1,800.00	1	1	1	1	1			5
Saturday 5p News 5:00 PM 6:00 PM	EN	Sa 30	\$180.00 \$180.00						1		1
Sunday 5p News 5:00 PM 6:00 PM	EN	Su 30	\$225.00 \$225.00							1	1
Ent Tonight 6:30 PM 7:00 PM	PA	M-F 30	\$425.00 \$1,275.00	1		1		1			3
The Good Wife 8:00 PM 9:00 PM	PT	Su 30	\$1,200.00 \$1,200.00							1	1
KUTV 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$1,100.00 \$7,700.00	1	2	1	2	1			7
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$1200											
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa 30	\$600.00 \$600.00						1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su 30	\$850.00 \$850.00							1	1
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$900											
Letterman 10:35 PM 11:35 PM	LF	M-F 30	\$275.00 \$550.00		1		1				2
→ HIGHLY PREEMPTIBLE. SUGGEST PREEMPTIBLE W/NOTICE \$285											
Station Gross Totals			\$23,590.00	14	14	14	14	14	2	4	76

Suzanne Collins

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